

## Message Text

UNCLASSIFIED

PAGE 01 MADRID 01616 101405Z

50

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 AGR-10 CIAE-00 INR-07

NSAE-00 /037 W

----- 106437

R 101208Z MAR 75

FM AMEMBASSY MADRID

TO SECSTATE WASHDC 1254

INFO AMCONSUL BARCELONA

AMCONSUL BILBAO

UNCLAS MADRID 1616

E.O. 11652: N/A

TAGS: BEXP, BFOL, SP

SUBJ: FY 75 COUNTRY COMMERCIAL PROGRAM (CCP) INTERIM REPORT

REF: STATE 280182; 196172, MADRID'S T-6975 NOV 5, 1974

ALL CAMPAIGNS AND ACTIVITIES ON SCHEDULE EXCEPT:

1. CAMPAIGN 5: NO FURTHER WORD FROM COMMERCE RE TECHNICAL SALES SEMINAR, JUNE 1975, BILBAO.

2. CAMPAIGN 4. US ELEXTRONICS TRADE MISSION BARCELONA AND MADRID WAS A SUCCESS WITH MEMBER FIRMS ESTIMATING FIRST YEAR SALES AT \$1.5 MILLION AND FIVE NTM FIRMS WERE INTRODUCED TO THE SPANISH MARKET.

3. CAMPAIGN Y: A. IN STORE PROMOTION OF GALERIAS PRECIDOS (GP) OPENED MARCH 1 AND COMPANY OFFICIALS EXPRESSED ENTHUSIASM OVER LEVEL OF FIRST WEEK'S SALES. GP ORDERED BETWEEN \$2 AND \$2.5 MILLION WORTH OF US GOODS.

B. CAMPAIGN MANAGER ALSO USBMITTED CONSUMER GOODS REPORT, NOT INCLUDED IN CCP.

4. CAMPAIGN 7: A. THE CITRUS INDUSTRY TRADE MISSION WAS CANCELLED BY COMMERCE. HOWEVER, THE CAMPAIGN MANAGER SET UP UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MADRID 01616 101405Z

A SCHEDULE FOR ONE OF THE ABORTIVE TM WHO CAME TO SPAIN ON HIS

OWN. THIS NTM COMPANY ESTIMATED FIRST YEAR SALES RESULTING FROM APPOINTMENTS AT \$500.000.

B. CAMPAIGN MANAGER IS ASSISTING A MAJOR US FOOD PROCESSING COMPANY TO SET UP A JOINT VENTURE IN SPAIN.

5. CAMPAGIN 9: A. DOW CHECICAL PROJECT AT HUELVA HAS RECEIVED GOS APPROVAL. TOTAL INVESTMENT WILL BE ABOUT \$700 MILLION. EMBASSY STILL ATEMPTING ASCERTAIN VOLUME OF US ORIGIN EQUIPMENT.

B. GENERAL MOTORS DECIDED NOT TO PROCEED WITH ITS SPANISH INVESTMENT.

6. MISSION RECOMMENDATION FOR FY 76 CCP FOR SPAIN WERE SUBMITTED BY MADRID'S T-352, JANUARY 20 AND, ACCORDINGLY, ARE NOT INCLUDED IN THIS PROGRESS REPORT.  
EATON

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 10 MAR 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975MADRID01616  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750083-0475  
**From:** MADRID  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1975/newtext/t19750367/aaaachze.tel  
**Line Count:** 78  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 75 STATE 280182, 75 196172, 75 MADRID'S T-6975, 75 NOV 5, 75 974  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** ShawDG  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 30 MAY 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <30 MAY 2003 by BrownAM>; APPROVED <26 FEB 2004 by ShawDG>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** FY 75 COUNTRY COMMERCIAL PROGRAM (CCP) INTERIM REPORT  
**TAGS:** BEXP, BFOL, SP  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006